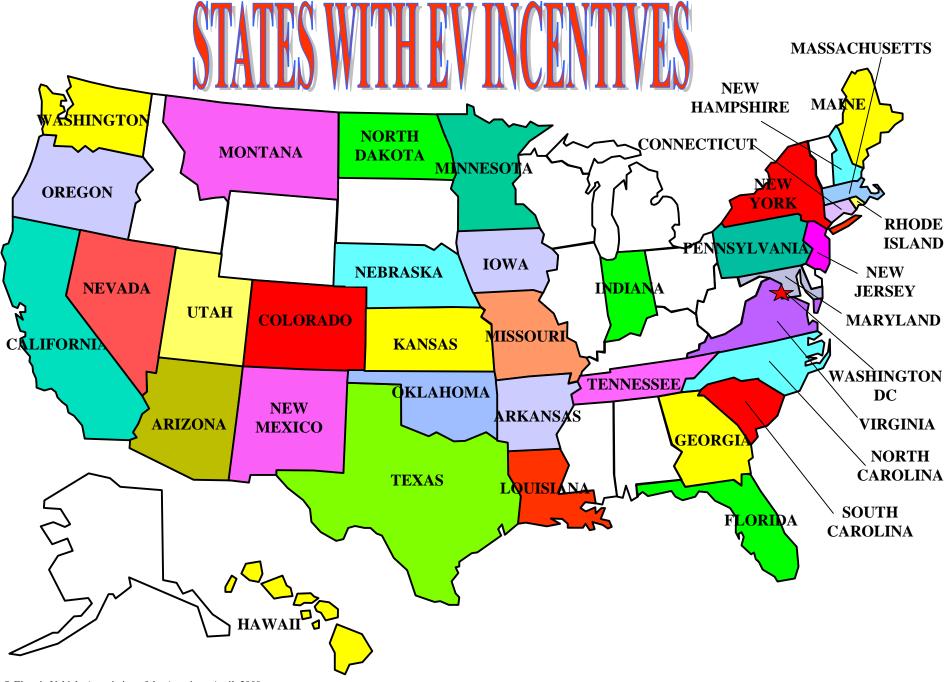
Guide to Successful State Advocacy

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U.S. Incentive Framework

State and Local Level Efforts to Promote EVs

- ♦ 38 States and the District of Columbia have adopted EV incentives.
- ♦ Examples of Financial Incentives:
 - \$5,000 Rebate (California)
 - Bond Funds (New York)
 - Exemption from Registration/License Plate Fees (NV/PA)
 - Income tax credit for creation of jobs manufacturing clean fuel vehicle components (VA)
- Examples of Non-Financial Incentives:
 - EV Access to HOV Lanes (VA, AZ, GA, HI, CA)
 - Free Parking and Free Charging



The 2000 "Flood" of AFV Legislation

Legislative Highlights

- Arizona has introduced two measures that would increase tax credits for the purchase/lease of AFVs and supporting infrastructure, as well as provide benefits to cities/counties that promote AFV usage.
- Hawaii & Washington have introduced measures that would allow single-occupant drivers of EVs access to high-occupancy vehicle (HOV) lanes.
- Colorado has introduced a measure that would provide tax credits and rebates for the purchase/lease of AFVs. ZEVs are provided a higher tax credit in the legislation
- Georgia has introduced a measure that would increase the current state tax credits for the purchase/lease of AFVs. The legislation includes specific benefits for businesses that install EV chargers at their business location.

27 States have introduced over 100 AFV measures since January 1, 2000

Must Haves For Successful Advocacy

Rationale

- Environment
- Energy
- ✓ Economy

Product

- Ride 'n' Drive Opportunities
- Loaner Vehicles

Organization

- Stakeholders
- Agenda
- "Worker Bees"

Realistic Requests

- Use Limited Incentives/Limited Time
- Non-Financial Incentives
- Evidence of "Return on Investments"